

SPONSOR BROCHURE 2024

Kian Golshayan



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Sponsors / Partners

1. What are Racing partners?

The world of motorsport is enormous with a massive fan base. The sport is not only fast and impressive but also very expensive. Athletes in this sport require sponsors to sustain their careers; without sponsors, a racing driver cannot compete.

Being a race driver is not just about racing and performing; it also involves hard work in securing sponsors and making them an integral part of their journey. As a sponsor, you become part of the athlete and share in every performance. Because without a sponsor, there is no race, nor results!

2. What do Racing sponsors get?

Kian has a lot to offer. As a race sponsor, you become part of the athlete and his achievements. Your logo will be prominently displayed on both the car and the racing wear, with the size determined based on your budget.

As a sponsor, you will be part of his racing live and will be present in all his publicity activities, his social media behavior and, needless to say, his website (see 3.1)

Sponsors are always welcome at events such as races, test days, visits to the Arden factory, and business outings like karting organized by Kian!

Checkout the sponsor packages for more specific offers (5)



3. What is the audience range in Motorsports?

Motorsport is huge, especially now with Max Verstappen winning everything in the premier class Formula 1; Kian benefits greatly from this. As a fellow Dutchman, he gains significant visibility among other Dutch nationals, allowing him to present himself more effectively.

A Formula 1 event attracts viewership numbers reaching up to 1.5 billion. Formula 2 draws a few million viewers, and even the grassroots series like the Mazda MX5 Cup already attracts viewerships in the hundreds of thousands.

K I A N
G O L S H A Y A N



Budget

1. Kian's racing budget

Kian has a promising future when it comes to racing success, but money is needed for that. Here are the amounts required to start racing in 2024.

- Racing license: €3500
- Renew YRDA contract: €14.500
- Racing season Mazda MX-5 Cup BeNeLux: €6-8.500K per raceweekend
- Testdays Formula 4: €5500 (per day)
- Travel costs: +- €11.000

Not all necessary funds have to come from one sponsor. Different sponsor packages are tailor-made and the ideal picture is a "family" of sponsors.



Social Media

1. The benefits of social media

Social media is a powerful tool for athletes like Kian Golshayan. By sharing achievements and daily moments, it connects them directly with fans. This not only strengthens the athlete-fan relationship but also offers sponsors increased visibility. The diverse audience reached through these platforms enhances the sponsor's exposure, making the partnership more impactful and mutually beneficial.

2. Kian's growing audience

Kian is a consistent content creator on Instagram. His goal is to improve the same consistency on YouTube to reach an ever bigger audience. This consistency of fun and motivating content gives Kian a growing audience of people and fans who are following his journey.

In 2023, the average of views per video was 2000 people, the rate dropped a bit at the end of the year, but Kian is working hard to get the numbers back, and even higher! Focussing on quality videos and graphics, and ofcourse bringing a good message in them.

3. Being Dutch as a racing driver

The current biggest name in motorsport is Max Verstappen, a Dutch racing driver with a big national pride. This brought a big focus on other Dutch racing drivers as well. Max has also made the fanbase even bigger in the Netherlands, which means that Kian will be seen a lot as a racing talent!

Personality

1. A good personality

Kian wants people to see him as a good, kind, and helpful person. He succeeds in showing this positive personality both in person and online, which is important for a sportsman.

2. Dedication

Kian is a dedicated individual who commenced his racing journey at the age of 13, requiring him to devote his full effort to evolve into a formidable racing talent. This commitment has borne fruit as he stands out among the top drivers in Arden's junior program and is the premier talent in his age group within the Dutch esports series. Dedication holds immense significance in fostering a strong partnership, and Kian consistently strives to contribute to such relationships.



Sponsor Packages

Kian offers different types of sponsor packages to give a perfect view of what you will get as a sponsor for the money you offer.

Budget Package | €1000 p/m

The budget package helps Kian remain in the YRDA and continues his development as a racing driver. With €1000 per month, he can sustain his professional training with former racing drivers and Formula 1 coaches.

The benefits of **Budget Package**

- Your logo *Small-size* will be displayed on Racing suit
- Your logo *Small-size* will be displayed on Racing car (Physical & Virtual)
- Your logo *Small-size* will be displayed on streaming services
- Your logo *Small-size* will be displayed on Racing helmet
- You will receive 2 specific promotions per month
- Your team is free to join racing events

Payments

- €1000 a month
- Bonus for (physical) race win

Promotional Package | €5000 p/m

The promotional package is an enhanced version of the budget package. It offers increased visibility for your brand and a stronger connection to Kian's promising racing career.

The benefits of **Promotional Package**

- Your logo *Med-size* will be displayed on Racing suit
- Your logo *Med-size* will be displayed on Racing car (Physical & Virtual)
- Your logo *Med-size* will be displayed on streaming services
- Your logo *Med-size* will be displayed on Racing helmet
- You will receive 4 specific promotions per month
- Your team will be invited to racing events and activities organized by Kian
- Team events *like karting* will be organized by Kian using the budget he receives from this package

Payments

- €5000 a month
- Bonus for race win

Seasonal Package | €80.000 p/y

The seasonal package is designed to support Kian's inaugural racing season. With the budget allocated in this package, Kian can participate in his first season in a rookie series.

The benefits of **Seasonal Package**

- Your logo *Big-size* will be displayed on Racing suit
- Your logo *Big-size* will be displayed on Racing car (Physical & Virtual)
- Your logo *Big-size* will be displayed on streaming services
- Your logo *Big-size* will be displayed on Racing helmet
- You will receive 4 specific promotions per month
- Your team will be invited to racing events and activities organized by Kian (VIP access)
- Team events *like karting, track days* will be organized by Kian using the budget he receives from this package
- You are free to give an input on the clothing designs, merchandise
- The team will receive simulators, workout advice & plans, Nutrition guides

Payments

- €80.000 a year
- Bonus for race podiums & wins

Main sponsor | €250.000 p/y

A main sponsor is someone who wants Kian to compete in the Formula 4 series, the premier rookie series in this sport with substantial viewership. Kian's greatest talent shines in the Formula 4 series, ensuring an outstanding performance.

The benefits of **Main Sponsor**

- Your logo *Full-size* will be displayed on Racing suit
- Your logo *Full-size* will be displayed on Racing car (Physical & Virtual)
- Your logo *Full-size* will be displayed on streaming services
- Your logo *Full-size* will be displayed on Racing helmet
- You will receive 4 specific promotions per month
- Your team will be invited to racing events and activities organized by Kian (VIP access)
- Team events *like karting, track days* will be organized by Kian using the budget he receives from this package
- You are free to give an input on the clothing designs, merchandise
- The team will receive simulators, workout advice & plans, Nutrition guides
- Your brand will be a permanent memory for this career

Payments

- €250.000 a year
- Bonus for race podiums & wins

10 reasons why you want to sponsor KIAN

- 1. Talent and Achievements:** Kian is a highly skilled and accomplished racing driver, evident from his victories in the Dutch Esports (KNAF Digital) and his equaling the pace of renowned drivers like Oscar Piastri at a young age.
- 2. Professionalism:** Kian demonstrates a high level of professionalism in his racing career, reflecting positively on any sponsors associated with him.
- 3. Arden Motorsport Affiliation:** Being part of Arden Motorsport, a well-known and respected racing team, provides additional credibility and exposure for sponsors.
- 4. YRDA Program:** Kian's involvement in the Young Racing Driver Academy (YRDA) program indicates a commitment to continuous improvement and development, making him a valuable prospect for sponsors.
- 5. Dedication and Motivation:** Kian's dedication to racing from a young age and his motivation to give his all showcase a strong work ethic and commitment to success.
- 6. Positive Personality:** Kian is known for wanting to be seen as a good, kind, and helpful person, which can enhance a sponsor's brand image.
- 7. Growing Social Media Presence:** With a growing social media following and thousands of viewers on average, sponsoring Kian provides an opportunity for increased brand visibility and engagement.
- 8. Community Engagement:** Sponsoring Kian offers the chance to be involved in the racing community and connect with fans who follow his journey.
- 9. Digital Presence:** Kian's website and social media platforms provide additional digital channels for sponsors to reach a diverse audience.
- 10. Potential for Future Success:** Supporting Kian at this stage in his career could lead to long-term partnerships, with the potential for even greater success in the future.